

# Anne Mergen:

## FLORIDA CARTOONS

**TRACE THE POWER OF THE EDITORIAL CARTOON**

### EXHIBIT SPONSORSHIP OPPORTUNITY

The Florida Historic Capitol Museum is pleased to host **Anne Mergen: Florida Cartoons**. This temporary traveling exhibit produced by HistoryMiami, features the work of editorial cartoonist Anne Mergen. Since 1754, and the publishing of Benjamin Franklin's "Join or Die" cartoon, editorial cartoons have played an integral role in our understanding of American political landscapes. Editorial cartoons have the unique ability to bring both understanding and context to a political argument and serve as highly effective tools of persuasion. Come join us as we explore the impact of Anne Mergen's work on Florida politics.

**Anne Mergen** began her career in 1933 at the *Miami Daily News* in the male-dominated field of editorial cartoons. Her coverage of both political and social issues affecting the citizens of Florida, particularly those in Miami, quickly gained her the respect of colleagues and the patronage of loyal readers. As one of the first female cartoonists in the nation, she balanced a career and family producing over 7,000 cartoons from 1933-1956, gaining national recognition which helped open the field to other female cartoonists. The exhibit includes fourteen original Mergen cartoons, from the late 1940s through the 1950s, covering topics ranging from environmental issues to tourism and city government.

We invite you to *trace* the power of the editorial cartoon and the legacy of Anne Mergen on Florida cartooning by exploring the work of other prominent Florida cartoonists also featured in the exhibit. The cartoons of this exhibit will provide our visitors the opportunity to learn how these artists portrayed Floridians' concerns over six decades and how these issues have shaped Florida politics.

The Florida Historic Capitol Museum invites you to join us as we offer visitors the unique opportunity to view an historically-significant collection in a world-class setting.

*Exhibit on display during the 2013 Florida Legislative Session*

# SPONSORSHIP LEVEL



**"Fountain of Youth" by Anne Mergen.**  
**Collection of HistoryMiami.**

**By sponsoring the Anne Mergen: Florida Cartoons exhibition,** you will be demonstrating your commitment to the community, furthering civic and cultural engagement and education, and affiliating your company with Florida's most iconic Museum located just steps away from Florida's Capitol. This exhibit will be on display during the 2013 Legislative Session.

Your sponsorship will be a valuable and creative public relations tool that will enhance

your visibility with more than 75,000 patrons who visit the Museum each year and strengthen your corporate image with Florida's top government officials.

In addition to these promotional opportunities, sponsors will receive the benefits listed at each level as outlined. Also, because the Florida Historic Capitol Foundation is a 501(c)(3) non-profit organization, your gift will be tax deductible to the extent provided by law.

## **\$15,000** *Presenting Sponsor*

- Exhibit naming opportunity (As presented by your company)
- Opportunity to host a corporate event at the Museum (during Session)
- Opportunity to speak at Exhibit Opening Reception
- Recognition of Company on the Sponsors' panel
- Recognition of Company on all printed promotional materials (such as flyer, poster, and rack card)
- Recognition of Company on all electronic announcements of the exhibit
- Acknowledgement in all press releases
- Logo included in all print ads
- Company name and logo on exhibit page on Museum's website, with link to your website
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat
- Recognition on Museum Cumulative Giving Donor Wall
- Copper recognition gift

# ELS AND BENEFITS

**\$10,000**

## *Publisher Sponsor*

- Opportunity to host a corporate event at the Museum (excluding the months of Session)
- Recognition of Company during Exhibit Opening Reception
- Recognition of Company on the Sponsors' panel
- Recognition of Company on all printed promotional materials (such as flyer, poster, and rack card)
- Recognition of Company on all electronic announcements of the exhibit
- Acknowledgement in all press releases
- Logo included in all print ads
- Company name and logo on exhibit page on Museum's website, with link to your website
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat
- Recognition on Museum Cumulative Giving Donor Wall
- Copper recognition gift

**\$5,000**

## *Editorial Sponsor*

- Recognition of Company during Exhibit Opening Reception
- Recognition of Company on the Sponsors' panel
- Recognition of Company on all printed promotional materials (such as flyer, poster, and rack card)
- Recognition of Company on exhibit page on Museum's website, with link to your website
- Logo included in all print ads
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat
- Recognition on Museum Cumulative Giving Donor Wall

**\$2,500**

## *Cartoonist Sponsor*

- Recognition of Company during Exhibit Opening Reception
- Company name on the Sponsors' panel
- Company name and logo on exhibit page on Museum's website, with link to your website
- Recognition in Exhibit Sponsor Thank You ad to run in Tallahassee Democrat

**\$1,000**

## *Event Sponsor*

- Company name and logo on the promotional materials produced for that event (such as event slider on website, press release, flyer)

# SPONSORSHIP FORM

## CONTACT INFORMATION

Name: .....

Company / Organization: .....

Address: .....

Phone: .....

Fax: .....

## SPONSORSHIP LEVELS

Please check the box next to your level of participation below. Please make check payable to the Florida Historic Capitol Foundation.

- ☐ **\$15,000 PRESENTING SPONSOR**
- ☐ **\$10,000 PUBLISHER SPONSOR**
- ☐ **\$5,000 EDITORIAL SPONSOR**
- ☐ **\$2,500 CARTOONIST SPONSOR**
- ☐ **\$1,000 EVENT SPONSOR**

## OTHER OPPORTUNITIES TO PARTICIPATE

My company/organization would like to help out with the exhibit by providing:

.....

.....

.....

If you and your staff would like to assist with the exhibit but are not sure how you would like to participate, please contact **Alma P. Hubbard**, Director of External Relations by phone at 850.717.0283 or by email at [hubbard.alma@flhistoriccaptol.gov](mailto:hubbard.alma@flhistoriccaptol.gov) to discuss ways to participate.



## PLEASE RETURN THIS FORM AND PAYMENT FOR YOUR SPONSORSHIP TO:

Florida Historic Capitol Museum  
400 South Monroe Street, Room B-06  
Tallahassee, Florida 32399-1100  
850.487.1902